

IDEAS FOR MEDIA PITCHES

Building relationships with the media is a good investment for your organization. The more people who know about mentoring, the more opportunity you have to recruit mentors, raise funds, and get your community involved in your program.

In addition to working with your local newspaper(s), radio, and television station(s), pitch ideas to editors of corporate newsletters, campus publications, trade magazines, PTA newsletters, faith-based publications, civic group publications, etc.

Since we are focusing on recruiting male mentors during National Mentoring Month in January 2005, the story ideas below are targeted toward men:

- Examples of local businessmen, male faith leaders, and male teachers who mentor. Offer a true-life, heartwarming story of mentors and mentees.
- The Mentor Michigan Census results demonstrating the need for male mentors in Michigan. (If you would like an overview of the Mentor Michigan Census results, they are posted in the National Mentoring Month Communication Tool Kit at www.mentormichigan.org or you can contact Kathie Vasilion at (517) 373-4200 or vasilionk@michigan.gov.)
- Local male celebrities and their mentees.
- Male high school students who are serving as mentors to young children.
- Examples of famous male mentors. (If you don't know of any famous male mentor relationships, visit www.whomentoredyou.org.)
- Upcoming mentoring events and/or National Mentoring Month events and plans—especially those focused on recruiting men.